



SCS 100 Advertisement List

You will need to identify four advertisements to support your work on the project. You must choose ads from this list. View each ad to make your selection. Accessible versions of each ad are indicated with bullets.

Product/Service: Health and Beauty

Advertisement	Ad Type
Google: Body Type (1:58) • Narrated video • Captioned video • Transcript	Video
Promote Iceland: Let It Out! (1:01) • Narrated video • Captioned video • Transcript	Video
Olay: #Makespaceforwomen (0:30) • Narrated video • Captioned video • Transcript	Video
Dove, Sky Witness: Empowering Idents (2:04) • Narrated video • Captioned video • Transcript	Video
Panasonic: Your Inner Man • Text-only description: Panasonic: Your Inner Man	Print
Haagen-Dazs: Beard Bibs • Text-only description: Haagen-Dazs: Beard Bibs	Print
Pantene: #SeeBeautyNotGender (1:43)	Video



Product/Service: Cars and Transportation

Advertisement	Ad Type
Hyundai: Smaht Pahk (1:20) • Narrated video • Captioned video • Transcript	Video
Toyota: 2020 Toyota Big Game Commercial: Ft Cobie Smulders (1:00) • Narrated video • Captioned video • Transcript	Video
Jeep: Groundhog Day - Bill Murray (1:01) • Narrated video • Captioned video • Transcript	Video
Audi: Let It Go Featuring Maisie Williams (1:00) • Narrated video • Captioned video • Transcript	Video
Audi: The Doll That Chose to Drive (3:09) • Narrated video	Video
Mini Cooper: Created in a Countryman (0:41) • Narrated video • Captioned video • Transcript	Video



Product/Service: Social Services and Causes

Advertisement	Ad Type
Apple: A Climate Change Promise from Apple (1:36) • Narrated video • Captioned video • Transcript	Video
Burger King: Reduced Methane Whoppers (2:00) • Narrated video • Captioned video • Transcript	Video
Stronger Together (0:50) • Narrated video • Captioned video • Transcript	Video
Canon: Truthmark (1:59) • Narrated video • Captioned video • Transcript	Video
Ad Council: Fight the Virus. Fight the Bias. (1:15) • Narrated video • Captioned video • Transcript	Video
Unilever: United We Stand (0:57) • Narrated video • Captioned video • Transcript	Video